

**City of San José**

**PUBLIC COMMUNICATIONS MANAGER (1675)**

<b>CLASS CODE:</b> 1675		
<b>DEPARTMENT:</b> Varies	<b>ACCOUNTABLE TO:</b> Varies	<b>FLSA STATUS:</b> Exempt

**CLASS SUMMARY**

Incumbents are responsible for managing a wide range of media and public relations activities in a large, complex, multi-faceted department or managing these functions on a citywide basis when a centralized public information function is required. Work involves conceptualizing, developing, implementing, managing, and evaluating major media relations activities, advertising campaigns, marketing programs, and special projects. Performs related work as required.

**DISTINGUISHING CHARACTERISTICS**

The Public Communications Manager is the highest level in the Public Communications series. It is distinguished from the Senior Public Communications Specialist by a higher level of independence in performing work; increased difficulty or complexity of assignments; greater responsibility for resources, actions and results; and supervision of staff and contractors. The Public Communications Manager may make tactical and strategic recommendations for executive-level management decisions and may manage citywide programs supported by interdepartmental teams, community representatives, or other organizations.

An employee in this class manages and provides media relations services which require in-depth knowledge of private and public sector media relations at all levels. May be a supervisor or an individual contributor.

**QUALIFICATIONS**

*(These qualifications are typically required. An equivalent combination of education, experience, knowledge, skills and abilities sufficient to satisfactorily perform the duties of the job may be substituted.)*

**Education and Experience**

A bachelor's degree from an accredited college or university in journalism, mass media communications, public relations, advertising, marketing or a closely related field, and six (6) years of increasingly responsible journalism, mass media communications, public relations or public information experience or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job.

**Licensing Requirements**

Valid California Driver's License may be required.

**Minimum Knowledge, Skills and Abilities** *(position requirements at entry and depending on area of assignment):*

- Knowledge of various journalistic forms and styles.
- Knowledge of current principles, techniques, and objectives of public information and public relations programs including marketing and promotion tactics, strategies and trends; program evaluation methods; analytical techniques and principles; group dynamics; and diversity issues.
- Knowledge of media relations principles and practices; web-based media and current multi-media; and graphic design, production, and distribution methods and technology.
- Knowledge of policies, organization, functions, and objectives of municipal government, and legal issues related to public information practice.
- Knowledge of principles and practices of effective supervision, personnel training and evaluation techniques.
- Knowledge of basic accounting, human resources, and budgeting principles.
- Knowledge of project management and organization.
- Ability to effectively communicate orally with other employees, members of the media, other organizations, and the public, and speak effectively before a wide range of public and private organizations and officials and media representatives.
- Ability to write professionally, effectively, and facilely using a personal computer to produce documents in the English language for a wide range of purposes with proper sentence structure, vocabulary, punctuation and grammar.
- Ability to gather necessary information from a wide range of information sources, people, and organizations in order to make public information plans and produce materials, including ability to comprehend and make inferences from written materials.
- Ability to develop and maintain relationships and work cooperatively with other employees, media representatives, elected and appointed public officials, and the public.
- Ability to supervise, evaluate and motivate employees and volunteers.
- Ability to plan and organize multiple tasks simultaneously.
- Skill in preparing and giving presentations to executives, the public and top levels of management, and conducting and facilitating meetings.
- Skill in using computers and related software.

<b>DUTY NO.</b>	<b>TYPICAL CLASS ESSENTIAL DUTIES:</b> (These duties and estimated frequency are a representative sample; position assignments may vary depending on the business needs of the department.) Duties may include, but are not limited to, the following:	<b>FREQUENCY</b>  <b>(Indicate % of time for each duty in increments no less than 5%)</b>
1.	Plans and implements goals, objectives and guidelines to establish effective media relations program, operations, and policies and procedures. Researches, develops, writes, and coordinates an effective media campaign for one or more departments. Coordinates public relations activities for City officials and/or one or more departments. Manages media relations, which includes preparing, reviewing and editing news	35%

	conferences, releases, newsletters, publications, scripts and articles, giving speeches and serving as media contact at all times, including emergencies. Performs outreach and public relations to the public.	
2.	Counsels City officials and senior level executives concerning public relations aspects of policies, practices, procedures, programs, and actions. Interprets the actions and opinions of City management to specific groups and the perceptions, opinions, and actions of specific groups to City officials and senior level executives. Serves as a liaison between City officials, or organizations, departments and specific groups.	25%
3.	Develops and coordinates the illustration and production of publications. Researches, writes, photographs, and produces slide shows and multi-media presentations. Conceptualizes and may co-produce videos about City or department programs. Participates in videotaped and telephone interviews with the media.	15%
4.	Collaborates and coordinates with other governmental agencies, businesses and organizations ensuring efficient and appropriate delivery of services and programs. Ensures resources for projects are available and oversees budget.	10%
5.	Prepares and delivers presentations on programs, services and activities of the City of San Jose or a department.	10%
6.	Researches attitudes, opinions and perceptions of selected internal and external groups and disseminates information. Develops opinion surveys and analyzes results; determines target audience.	5%
7.	Provides conflict resolution and customer service. May coordinate and supervise subordinate staff and/or volunteer activities.	As Required
8.	May be required to develop fund-raising and special events programs.	As Required
9.	May oversee development of website and content.	As Required
10.	Performs other duties of a similar nature or level.	As Required

**Physical Requirements:**

Sedentary Work: Positions in this class typically require fingering, grasping, talking, hearing, seeing, and repetitive motions. Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.

#### **CLASSIFICATION HISTORY**

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